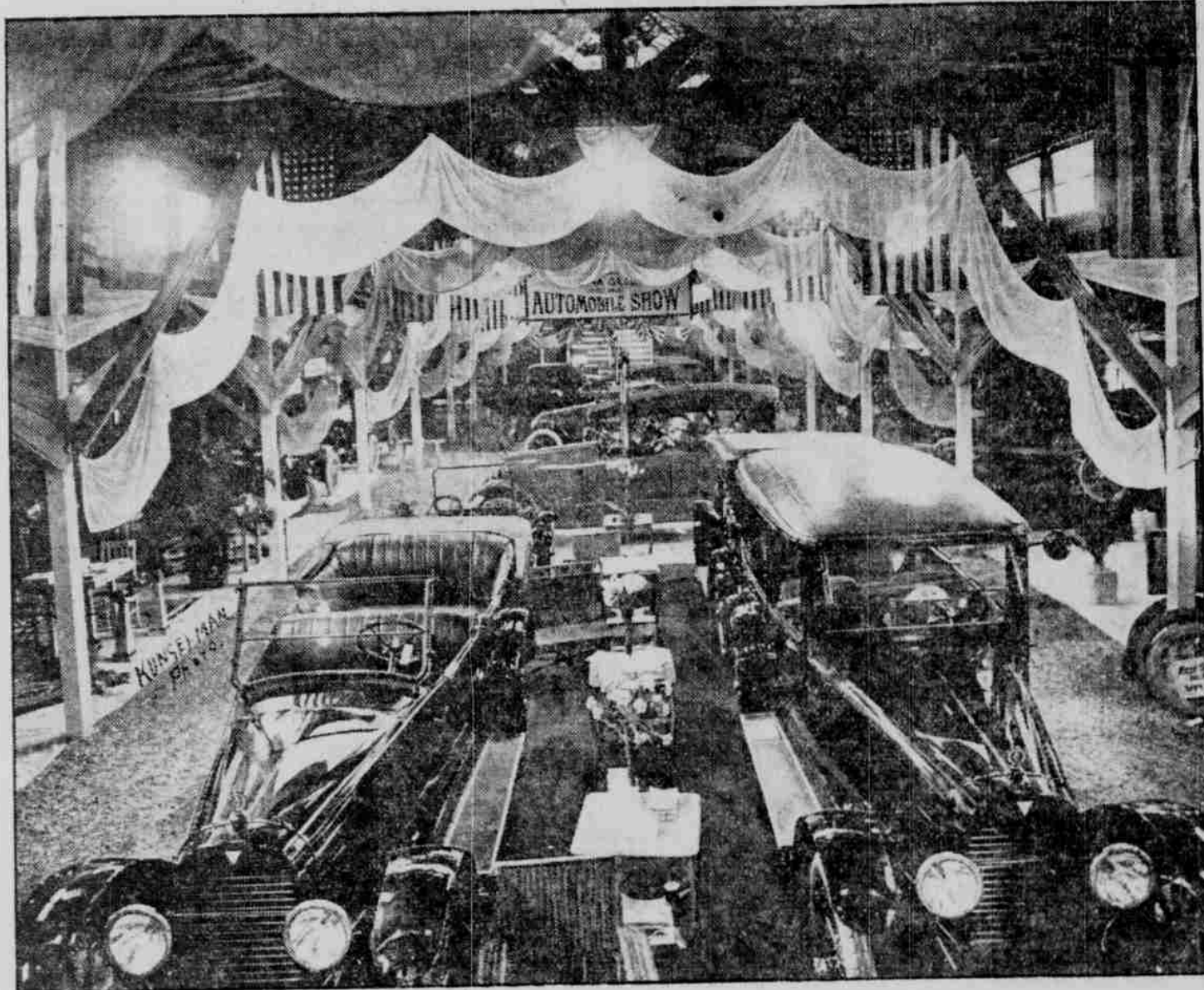


SPLENDID EXHIBIT OF AUTOS OPENS



—Photo by Kesselman, furnished by Phoenix Engraving Company.

The auto show is a tremendous success. The throngs which crowded the motorhome upon the occasion of the opening last night fully attest to that fact. From the moment that the doors were thrown open and Governor Thos. E. Campbell and party entered the crowds began to pour in. A steady stream of people until a late hour kept the auto men busy telling all about their favorite models. Nearly all of Phoenix seem-

ed to have turned out in honor of the occasion and to pay their respect to the offerings of the automobile world. It is estimated that many hundred persons attended the show last evening.

Following the parade the governor and his family, accompanied by his secretary, Malcolm Fraser, and several members of his staff, entered the building followed by other au-

tomobiles with great spreads of palm branches through which hung series of American flags from the main decorative scheme. The color scheme has been appropriately followed by the dealers in their individual decorations, the whole combining to form a wonderful riot of perfect color harmony.

and enjoyment in the affair. All the exhibits seemed to share equally in the attention attracted, everybody curious to note the improvements in style the various automobile manufacturers have made. One noticeable fact, however, was that the exhibits of stripped chassis showing the inner mechanism of the cars excited much attention and were always the center of large throngs, eager to witness the usually hidden mysteries of the motor car.

The band concert at the entrance to the show proved to be an attractive feature, which was immensely enjoyed by hundreds who revelled in the opportunity thus presented to hear real music which is rather rare in Phoenix.

Patrons of the show last evening were doubly entertained, the exhibit of cars were an attraction in themselves, while in addition a musical program was rendered which proved enjoyable. The exhibitors, under several numbers which made a bit, while the Phoenix Four, a quartet of local singers, entertained with singing and musical numbers. These versatile entertainers will continue to please the patrons of the show for the remainder of the week.

Many remarks were heard from those in attendance upon the efficient manner in which the show had been handled and the completeness of the exhibits. The dealers have done themselves proud in the detail and thoroughness with which they have arranged their booths. Spaces for the different dealers have been so placed as to give each an equal opportunity to show their cars to the very best advantage.

By request of the majority of the exhibitors it was decided yesterday to open the show every morning at 10 a. m., instead of at 11 in the afternoon as before announced. This will give many of the residents of the valley who are in town in the mornings an opportunity to look over the cars also.

Tonight will be "Society Night" at which all the fashion and smartness of Phoenix is expected to attend. The management is arranging for some special features for this evening, and those who attend will have the added pleasure of hearing some of the best musical talent in the city.

AMUSEMENTS

Theda Bara at the Lamara Today
A story of unscrupulous avarice and her wife is "The Tiger Woman" in which the World's Famous Vampire woman Theda Bara appears in two in the afternoon as before announced. This will give many of the residents of the valley who are in town in the mornings an opportunity to look over the cars also.

Miss Bara as Princess Petrovitch, a titled Russian is said to wear the most gorgeous wardrobe and jewelry ever worn, before a camera. Her picture shows the incomparable screen star in a role fraught with thrills and tense situations. "The Tiger Woman" is said to be the first real vampire picture at the Plaza today. Miss Bara has appeared in the past year, the enmeshing in her net by subterfuge, of her lover's brother, who abandons his wife and child, the tense and dramatic finale when the Princess is forced against her will to plunge a dagger into her heart by a relentless blackmailing servant are some of the thrills of this wonderful production.

Money Magic at the Hip

By the magic power of money he won her. Buihied her a house fit for a queen, but she was more his daughter than his wife. Slowly he realized his marriage mistake and even more so when the handsome young easterner came to the mountains to visit. He, an invalid, the other a great forceful clean-cut fellow and the third a handsome gifted wife who wanted to live. Youth attracted youth and they learned to love, but honorable marriage ties bound one of the twin until love found a way—found an honorable way that makes the most fascinating story the Vitaphone has sent out this month. "Money Magic" is its title and it was written by Hamilton Garland. Edith Story, Antonio Moreno, and Wm. Duncan are equally featured in the strong photo drama.

At the Plaza

There is only one Pearl White and the fact that she has been called "The American Joan of Arc" is in connection with her work in the great preparedness novel of the screen "Pearl of the Athin" that will be shown again at the Plaza today, does not detract either from the fair fame of the great French maiden, nor from the abilities of Pearl. As a young soldieress she made an engaging in her military uniform which fits her with a steady fastness, the envy of all the men soldiers who see her, and of the ladies who are slightly jealous of those with fair forms—for Pearl is there. Her exciting adventures in the installment on for today exceed in their sensationalism any that she has so far been engaged during the progress of this serial.

Columbia

Ethel Barrymore in the "White Raven" will be shown at the Columbia today and tomorrow.

This is a powerful play and the wonderfully interesting scenery of Alaskan life cannot fail to excite favorable comment. "The Metro people regard this as one of their most finished productions. The action is stirring all the way and the intensity is undiminished right up to the climax. The "White Raven" has a very strong cast, including William Davidson and Walter Hitchcock.

This is the first production in which Miss Barrymore ever appeared in short skirts but in the big dance hall scene, she appears as a habitue of the "Honk-atunk."

Mrs. Vernon Castle also appears on the program in "Patria." Your interest and appreciation of this production are sure to be stimulated by this showing.



Today

EDITH STORY

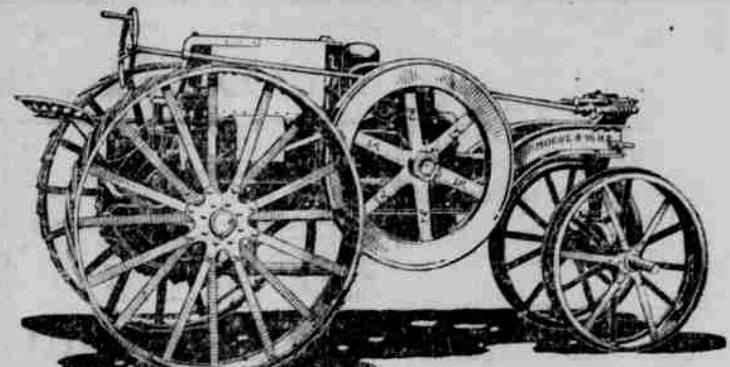
Wm. Duncan

Antonio Moreno

MONEY MAGIC

Pathe Cartoon Comic

GRUB STAKE



For Mogul Tractors and Stationary Engines see

EZRA W. THAYER

Everything in Hardware

124-126 East Washington St.

127-133 East Adams

PLAZA

Sunday —
SHIELDING SHADOW
No. 4

LADIES' AND MEN'S SUITS

Cleaned and Pressed

Automobile
Service

WE
CLEAN
FOR LESS

Satisfaction
Guaranteed

CITY CLEANING WORKS

Phone 1314.

19 East Adams

ELKS THEATRE
Brandon Bros., Lessees & Mgrs.
717—Phone—717

Commencing

Monday, March 5th, 1917

Indefinite Engagement of

MR. ALBERT TAYLOR

Accompanied by Miss Myrtle

Hollingsworth and a Select

Company

20 — PEOPLE — 20

Including Band and Orchestra

Change of Play Each Night

Opening Play—The Great

Character Comedy

"THE MAN FROM HOME"

Popular Prices

Reserved Seats, 25-35-50-75c

300 Seats 10c

Seat Sale Sat., 10 a. m.

PHONE 717

COLUMBIA

LAST TIME TODAY

Saturday—Sunday—Monday

Reserve Seats on Sale Today

"THE CRISIS"

By Winston Churchill

Matinee

2:15

Prices

25-50c

Reserved Seats \$1

Phone 1006

COLUMBIA

Matinee

Evening

Today—Tomorrow

Does a Woman Keep Her

Word?

You will find the answer by seeing

ETHEL BARRYMORE

Greatest of Stars in

"THE WHITE

RAVEN"

Also

Mrs. Vernon Castle

as

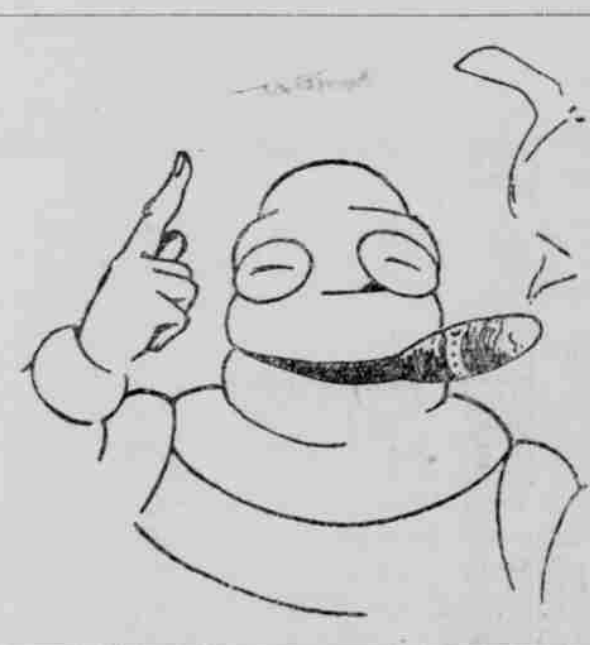
"PATRIA"

in

"WINGED MILLIONS"

Double Bill

Ask for Photo of Mrs. Castle

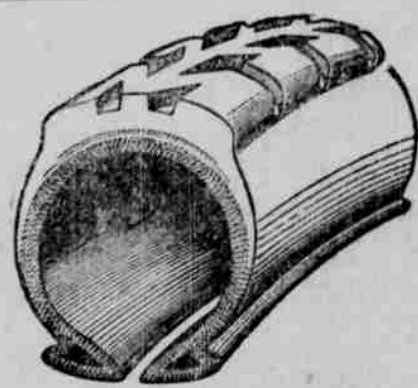


See Us
At the
Auto Show

THE TIRE THAT IS KNOWN UNIVERSALLY
FROM COAST TO COAST

ASK OUR MAN at the booth
about Michelin Tires and Red
Inner Tubes.

He will tell you why they are uni-
versally popular. You may pay more
for your tires or less, but there is no
other tire like it for all round service.



Note Extra Added Thickness of Tread

MICHELIN
Universal Tread

MICHELIN UNIVERSAL TREAD CASINGS AND RED
INNER TUBES WILL ADD JOY TO YOUR MOTORING

MESSNER'S

AUTO SUPPLIES
Distributors

306 North Central

Phone 1386

'Rearing to Go'

1917 Saxon 6, run 3 months \$650

1916 Jeffery 4 Touring Repainted 750

1916 Maxwell Touring, Repainted 425

1916 Munroe Roadster, Electric Starter 300

1916 Overland Touring, run 2000 miles 550

1916 Overland Roadster, Repainted... 500

1916 Chevrolet Baby Grand 500

1914 Buick Truck, Self Starter 300

1912 Thomas Speedster, Repainted... 175

Smith Form-A Truck, 3 months old... 625

Babbitt-Polson

USED CAR DEPT.

407 West Washington St.